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ing that in the long analysis, not only the pro, but also the manufacturer profits from increased "know how" of the professional golf men.



CURTIS TAKES THE CAKE

Chuck Curtis is presented with a symbolic cake by Wilbur Clark on the occasion of his being elevated to the presidency of the National Golf Writers Association. Curtis, golf expert for the Los Angeles Times, was surprised with the confection while covering the Tournament of Champions at Clark's Desert Inn.

Women Golfers Present Pro Shop Fashion Show

A unique event took place at the Dearborn CC (Detroit dist.) on the occasion of the Women's Golf Group's Luncheon. A "Fashion Show" of the latest and smartest golf attire was well presented by the women golfing members themselves.

Over a hundred women golfers were seated at small tables in the dining room and ballroom and were delighted to watch the home talent models circulate among them, ready and willing to stop for close inspection and questions. Shorts received particular attention, this being the first year the club has sanctioned their wear by women.

Mrs. Gladys Johnson provided piano music as background, and Mrs. Ralph Johnson as narrator described the following costumes: Haymaker golf dresses, Serbin Bermuda shorts, cullottes, Bermuda skirts and blouses.

Golf Mart Apparel included rain togs, matched separates, Chesterfield sweaters, Foot-Joy shoes, Coberknit Pullover and Jacket Windbreaker.

Mrs. Faust Bianco, wife of the Club

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Pro, managed the affair and has since established and displays all articles pertaining to golf in the Ladies' Locker Room. This has met with much approval and is most convenient.

Discuss Minor Rules Changes

USGA and R&A representatives discussed minor rules changes during USGA officials recent visit to Britain. Included were proposals for reduction in ball lifting, and simplifying handling of the flag. The ruling bodies agreed to continue studies on standardizing ball but no change is in definite prospect.

Player experience generally is that U. S. ball (not smaller than 1.68 in. diameter) is most desirable for U. S. turf and British ball (1.62) better for British turf.

Philip E. Young, Acushnet Pres., Dies in New Bedford

Philip E. Young, 69, Pres., Acushnet Process Co., died June 17 after a short illness at St. Luke's Hospital, New Bedford, Mass.

Phil Young founded the Acushnet Process Co. in 1910 and ever since that date has been most active in its direction and management. It was largely as a result of his energy, courage and foresight that the company grew from small beginnings to one of New Bedford's largest industries.

Although Acushnet manufactures a wide variety of molded rubber goods, it is best known as the producer of the Acushnet golf balls. It was Phil Young who, because of his own great personal interest in the game of golf, decided back in 1932 to produce an excellent golf ball.

To his wide circle of friends both in and out of golf Phil Young's death comes as a severe blow. He was an exemplary, genial sportsman, a successful businessman respected by all who knew him and his works, and the treasured friend of a great many golfers.

A booklet containing pictures and text of the "Par for the Pro Department" slide film produced by the National Golf Foundation for the PGA Education committee has been issued by the National Golf Foundation, and will be distributed by the Professional Golfers Association of America, 134 N. LaSalle St., Chicago 2, Ill.



INTERNATIONAL WINNERS

John Jay Hopkins, chairman and founder of the International Golf Association, stands between the smiling pair of Chick Harbert (left) and Ed Furgol, who won all honors in the International Golf Championships at Columbia Country Club, Washington, D. C. Furgol won the new Hopkins International Championship trophy and teamed with Harbert to win the Canada Cup for team play. Furgol won more than \$4,250 for his efforts while Harbert collected almost \$2,000.